

WDAF-TV
RECORD OF INQUIRY FOR BROADCAST TIME BY OFFICE OR ON BEHALF OF
CANDIDATE FOR PUBLIC OFFICE

INSTRUCTIONS: This form **must** be completed by WDAF-TV personnel as to **all** requests, both oral and written, for broadcast time to be used by or on behalf of a candidate for public office, **whether or not** the inquiry results in an order being placed. Each completed form must be placed in the Station Public File immediately after it is completed and must be retained in the File for a period of two years.

- (1) Date and time of request: 8/13
- (2) Name of person making the request: WHITNEY EVERSOLE
- (3) Agency (if any): STRATEGIC MEDIA PLACEMENT
- (4) Address of agency: 7669 STAGERS LOOP
DELAWARE OH 43015
- (5) Telephone number of agency: _____
- (6) Name of candidate: TODD AKIN
- (7) If sponsor is a Committee, name of Committee: _____
TODD AKIN for US SENATE
- (8) Address of Committee: PO BOX 31222
ST LOUIS MO 63131
- Email Address: _____
- (9) Telephone number of Committee: 636-207-7986
- (10) Committee officers: _____
Chairman/Manager

Vice Chairman
SCOTT ENGELBRECHT
Treasurer
- (11) Is it the candidate's authorized Committee? YES
Yes or No
- (12) Political Party of candidate: REP

(13) Office for which candidate is running: US SENATE

(14) (check one)

☒ Federal Office ☐ State Office ☐ Local Office

(15) Election for which candidate is campaigning: Gton

(16) Date of election: _____ Primary: _____ General: 11/6

(17) Programs or times requested: ALL

(18) Dates requested: 8/14 - 8/19

(19) Length of spot / program time requested: 30

(20) Request made: In writing _____ Orally x
(Check one: If in writing, attach and retain)

(21) Station offer: SEE ATTACHED

(22) Disposition of request: Granted ☒ Not Granted _____
(Check one. If not granted, state reason or reasons in space below. If denied in writing, attach and retain. If granted, attach contract and invoice, when available)

(23) Request for documentation that candidate is legally qualified:

Yes x No _____ (Attach any written documentation received)

(24) Political Disclosure Form submitted to requestor: _____
Date

Comments (if any) _____

WDAF
Station

[Signature]
Signature of Person receiving request on behalf of station

COPY TO: ☐ STATION PUBLIC FILE



WDAF-TV

ORDER

Print Date 08/14/12 Page 1 of 2

Flight Dates 08/14/12-08/19/12

Contract / Revision 568066 /

Original Date / Revision
08/14/12 08/14/12

Advertiser Akin/R/MO/US Senate

Agency Strategic Media Placement

Buying Contact

7669 Stagers Loop
Delaware, OH 43015

Product
MO-US SEN-TODD AKIN

Agency Com 15%

Billing Contact
7669 Stagers Loop
Delaware, OH 43015

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2608

Alt Order # 09791017

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PLC POL

Product Codes PL1Ba

Priority 1

Advertiser Ref

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 26% Market Value 50480

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	12620
KCWE	%	0
KMBC	30%	15144
KMCI	%	0
KPXE	%	0
KSHB	19%	9591
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	27	\$11,156.25	\$13,125.00	0.00
Totals	27	\$11,156.25	\$13,125.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/19/12	27	\$11,156.25	\$13,125.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	4	08/14/12	08/17/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	-TWTF--	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-TWTF--	3		\$450.00		0.00						
E 2	4	08/14/12	08/17/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	-TWTF--	:30	4	\$450.00	2	0.00	NM	4	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-TWTF--	4		\$450.00		0.00						
E 3	4	08/18/12	08/18/12	Sa 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-----S-	1		\$375.00		0.00						

Totals	27	\$13,125.00
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